

File

JAN 12 1942

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 9, 1942

NOTE: LATE ANNOUNCEMENTS OF WEEK-END ACTIVITIES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Jan. 9	1ST "LISBETH" COLLECTION Anathan-Walton announce the acquisition of Lisbeth, whose design talent is well-known in the sportswear field. Lisbeth's Spring and Early Summer Collection will make its debut on Friday, Jan. 9th. Contact: Anathan-Walton, WI. 7-7331.	ANATHAN-WALTON INC.	498 7TH AVENUE
Friday Jan. 9 10:30 A.M.	FASHION SHOW "Dress Up, Heads Up--American in Every Sense of the Word" is the stirring theme of a fashion show which Bonwit Teller will present before the American Home Department of the Scarsdale Women's Club in the penthouse of their White Plains store. Under direction of Mrs. Eleanor Nash and Miss Sally Dickason of the Bonwit Teller staff. Publ.: Mrs. Nona James, EL. 5-6800.	BONWIT TELLER	WHITE PLAINS STORE PENT HOUSE
Friday Jan. 9 12:30 P.M.	PRESS PREVIEW: MURIEL BELLAMY COLLECTION Hastily arranged small preview of newly landed Muriel Bellamy British Collection, because Miss Bellamy herself has to leave for London the following day. Strictly by invitation. June Hamilton Rhodes, WI. 7-7476.	JUNE HAMILTON RHODES	BUREAU OF FASHION TRENDS 366 FIFTH AVENUE
Friday Jan. 9 3:00 P.M.	PRESS PREVIEW: MARIA KRUM COLLECTION Tailored suits in exclusive British fabrics; Bermuda doeskins and costumes combining woven and knitted woolens. By invitation. Publicity: Eleanor Lambert, PL. 5-8580.	DEEKEN, LTD.	37 WEST 57TH STREET
Saturday Jan. 10 9:30 A.M.	"TALK OF TEENS" MEETING First "Talk of Teens" meeting of new year will present Club-Coordinator, Betty Seeley, reporting on activities of "Talk of Teens" clubs across the country. Teen Fashions will be modelled, with commentary by Judy Modell. Altman Publicity: Faith Willcox, MU. 9-7000. Talk of Teens Publicity: Betty Seeley (James Hyman Agency), CH. 4-0329.	B. ALTMAN & CO.	"TALK OF TEENS" SHOP 2ND FLOOR
Saturday Jan. 10 12:00- 12:30 P.M.	NEW SERIES OF ILKA CHASE BROADCASTS Beginning a new series of Ilka Chase broadcasts, entitled "A Luncheon Date With Ilka Chase". Miss Chase's guests for the opening program will be Captain Lynn Farnol, Public Relations Officer at Mitchell Field; Miss Margaret Landry, the "Sweater Girl of 1941" and Mrs. Miles Kinsey, Dir. Vocational Service for Juniors. Tune in at noon. Publicity: Constance Hope (Ruth Laine.) PL. 3-3390.	NATIONAL BROAD- CASTING COMPANY	STATION WEAFF (660 ON DIAL)
Beginning Saturday Jan. 10	EXHIBIT: "FOOT- WEAR INTERNATIONAL" Presenting 125 examples of the basic types of footwear of value to the shoe industry, from Egyptian sandals of 1000 B.C. to 20th century shoes. Contact: Mr. Starr, NE. 8-5000.	BROOKLYN MUSEUM INDUSTRIAL DIVISION	EASTERN PARKWAY BROOKLYN, N. Y.

DATE WHAT'S GOING ON GIVEN BY WHERE

Now OUT-OF-TOWN COLLECTIONS AT HOTEL NEW YORKER *constantly growing*
 Showing NOTE: As we go to press, these outstanding Houses from ~~three of the important~~
 Through out-of-town market centers are now showing at the New Yorker Hotel. For ap-
 Jan. 15 pointments, call ME. 3-1000.

<u>CHICAGO</u>		<u>LOS ANGELES</u>	
TED STEIN	828-9	IRENE M. BURY	824
H. N. FRIED	830	ECLIPSE BLOUSES	820
JOHARA INC.	832	KATZ & BOTHMAN, CTS. & STS.	847
CRANE-ABRAMS	836	STYLE GARMENT CO.	823
GODETT & GROSS	846	SUN ROSE SPORTSWEAR	724
RAFFLES, INC.	849	CALIFORNIA CLASSICS	734
DEBUTANTE FROCKS	850	BRAUN KNITWEAR	741-2-3
KLAFTER & SOBEL	853	WILSON'S OF CALIFORNIA	710
CHAS. KUPERSMITH CO.	804	BREITSTEIN MFG. CO.	719
ARTHUR WEISS CO.	805-6	IMPERIAL COAT, CALIF. JRS.	722
FRANKLIN DRESS	808	LUCY THORNE OF CALIFORNIA	726
REICH DRESS CO.	811-12	<u>ST. LOUIS</u>	
B. G. GARMENT CO.	814	DARYL DRESS CO. JRS.	831
DOCTOR DRESS CO.	819	PAT CASEY JR. INC.	833
JUNIOR GUILD FROCKS	821	KERRY CRICKETT	835
FLORA DRESS CO.	827	SUPREME KNITWEAR	839
CINDERELLA FROCKS	731	CARAFIOL SILVERMAN	840
CHAS. LEFFINGWELL	732	ALEX CARAFIOL	842
BERG-WASSELL	716	CONNIE WEINSTOCK	704
		RUBIN GARMENT CO.	712
		LAURA LEE FROCKS	714
		MANDEL MFG. CO.	715
		WESTERN GARMENT	724

Now
Showing

NEW YORK SPRING COLLECTIONS READY AT INDIVIDUAL SHOWROOMS

JUNIOR LEAGUE FROCKS 1372 BROADWAY
 Spirited young costumes timed to the needs of the day. Contact: Mr. Jack Sadowsky, WI. 7-3200.

ELI LAHM, INC. 530 SEVENTH AVENUE
 The debut, not only of the new Spring Collection, but also of a new business for Eli Lahm, well-known in the better dress field. The Collection begins at \$14.75. Contact: Mr. Lahm, WI. 7-1025.

MARY BLACK OF LONDON 15 WEST 47TH STREET
 2nd American Collection of day and dinner dresses and ensembles by Mary Black of London. American-made clothes beginning at \$39.75 and using many British fabrics. Showings, 10-1 and 2-5 P.M. Contact: Mary Black, BR.9-2209.

INTERNATIONAL DRESS CO. 1400 BROADWAY
 New and extensive Spring Collection in fabrics exclusive with the House. Contact: Mr. Samuel Zahn, LA. 4-7100.

LANZ OF SALZBURG 658 FIFTH AVENUE
 A rose-strewn Collection of dresses, suits and ensembles in Lanz' gayest Spring manner, featuring exclusive prints. Publ.: Lucille Carey, PL. 3-3800.

TOWNLEY FROCKS 550 SEVENTH AVENUE
 An inspired Collection by the talented Claire McCardell. Contact: Mr. Adolph Klein, LO. 5-4285.

PATTULLO MODES 498 SEVENTH AVENUE
 Showings at 10:30 and 2:30 daily. Contact: Mr. Sam Cohn, ME. 3-6560.

(Continued on following page)

(New York Spring Collections continued from preceding page)

- MAURICE RENTNER 498 SEVENTH AVENUE
Showing at 2:30 daily. Contact: Mr. Herman Seigenfeld, LA. 4-6969.
- MYRON HERBERT 530 SEVENTH AVENUE
Showing at 2:30 daily. Contact: Miss Francine Tackel, CH. 4-2322.
- BELLE SUTTON 498 SEVENTH AVENUE
Showings at 10:30 and 2:30 daily. Contact: Morris Kallman, LO. 5-5568.
- MARY LEE, INC. 498 SEVENTH AVENUE
Showings at 10:30 and 2:30 daily. Contact: Mr. Alfred Lasher, LA. 4-7626.
- WILLIAM BASS 530 SEVENTH AVENUE
Continuous showing. Contact: LA. 4-2190.
- PARNIS-LEVINSON 530 SEVENTH AVENUE
Showings at 10:30 and 2:30 daily. Contact: Mrs. Molly Parnis, BR. 9-5012.
- CHARLES MILLER 498 SEVENTH AVENUE
Showings at 10:30 and 2:30 daily. Contact: CH. 4-2848.
- RENTNER-LEONARD 498 SEVENTH AVENUE
Showing all day from 10:30 on. Contact: Mr. David Leonard, ME. 3-5935.
- JOSEPH LEVAY 498 SEVENTH AVENUE
Continuous showing. Contact: Miss Lottie, LA. 4-0335.
- SHEILA-LYNN 1400 BROADWAY
Showing at 10:30 and 2:00 P.M. daily. Contact: Mr. Arthur Cole, BR. 9-5644.
- DAVID S. WESTHEIM 1400 BROADWAY
Showings at 10:30 and 2:30 daily. Contact: Mr. Charles Smith, CH. 4-5476.
- IRA RENTNER-MILLER 498 SEVENTH AVENUE
Showings at 10:30 and 2:00 daily. Contact: Mr. William Miller, LA. 4-0162.
- CHARLES ARMOUR 498 SEVENTH AVENUE
New Collection reflecting directly what women want, gleaned by Mr. Armour himself, just back from one of his periodic trips across the country. Publicity: Kathleen Goldsmith, LO. 5-1622.
- ARKAY; JUNIOR FORMALS AND MARGOT DRESSES 498 SEVENTH AVENUE
Three blithe new Junior Collections in the sprightly manner that typifies these three Houses. Publicity: Elaine Cramer, LO. 5-2626.
- HANDLEY CROSS 214 WEST 39TH ST.
Spring coat and suit Collection by the talented Rosalie Zumpano, designer. Contact: Mr. John G. Beck, LA. 4-0132.
- HORWITZ & DUBERMAN 498 SEVENTH AVENUE
A "good neighbor" Junior Collection, gay with evidences of Mr. Horwitz' recent trip to Guatemala for inspiration. Contact: Jack Horwitz, LO. 5-7440.
- CHARLES COOPER 498 SEVENTH AVENUE
Charles Cooper is now showing his new and complete Spring Collection to buyers. Trade contact: Mr. Leonard, PE. 6-8700. Invitation press showing follows later in month. Watch FASHION CALENDAR for announcement. Publicity: Eleanor Lambert, PL. 5-8580.
- PHIL ZAHN & CO. 1400 BROADWAY
Contact: Mr. Phil Zahn, LA. 4-4203.
- GROSS-SYDNEY 498 SEVENTH AVENUE
"Terry Rogers" Originals for Spring. Publ.: Betty Seeley, CH. 4-0329.

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, JANUARY 12, 1942

Week of Jan. 12-16
 Morning Sessions from 9:45 A. M.
 Afternoon Sessions from 2:00 P. M.
 Thursday Evening Banquet 7:00 P. M.
 Invocation

31ST ANNUAL NRDGA CONVENTION
 NATIONAL RETAIL DRY GOODS ASSOCIATION
 HOTEL PENNSYLVANIA

Important problems confronting store owners and executives will be thrashed out at this convention. Here are some of the outstanding sessions and events, grouped together for your convenience. The regular chronological listing continues below.

MON. AFTERNOON, JAN. 12--SESSION ON SALES PROMOTION BUDGETS.
TUES. AFTERNOON, JAN. 13--PROBLEMS OF MAIN FLOOR MERCHANDISING.
 Speakers: Mr. Ephraim Freedman, Macy's Bureau of Standards
Mrs. Ann Albee, Fashion Director, Arnold Constable
Mr. F. W. Stuart, Jr., Asst. Gen. Mdse. Mgr., Stern Bros.

WED. MORNING, JAN. 14--GENERAL MERCHANDISING SESSION.
 Presiding Officer: C.S. Thompson, V.P. & Gen. Mgr., Jordon Marsh Co. Boston
 Speakers: Mr. O. F. Walker, Economist, R. H. Macy
Sir Kenneth Lee, U. S. Rep. Industrial & Export Council, British Board of Trade
Mr. W. D. Hart, Retail Ed., Women's Wear Daily

THURS. MORNING, JAN. 15--READY-TO-WEAR APPAREL MERCHANDISING SESSION.
 Feature attraction: Panel discussion of "The Effect of the War Economy on Fashions", 10 A.M., Georgian Room, Pennsylvania Hotel. Division Chairman, H. Stanley Marcus, V.P., Neiman Marcus, Dallas, Texas. Tobé, of Tobé Inc., Chairman, will preside over the Panel which includes Edward L. Bernays, Public Relations Counsel; Saul Cohn, Pres., City Stores; Edwin I. Marks, V.P., R. H. Macy & Co.; Sara Pennoyer, Pro. Dir., Bonwit Teller; and Dr. John H. Williams, Harvard University.

THURS. JAN. 15--DAY-LONG SESSION ON PROBLEMS OF RETAIL FABRIC DISTRIBUTION.
 Speakers: Theodore Felner, R. H. Macy
James Gelbtrunk, Gimbel Bros.
Michael Marriello, Cavendish Trading

Luncheon session (on Pennsylvania Roof) will include fashion show presenting "Clothes For Defense Activities", created from patterns by Advance Pattern Co.; Butterick; Vogue; Hollywood; McCall's and Simplicity, from fabrics by leading manufacturers. Show under direction of Miss Dorothy De Groat, stylist, Fabric Division, and Miss Virginia Carter, Director, Fabric Center, R. H. Macy. Admission, \$2. Tickets from NRDGA.

THURS. EVENING, JAN. 15--CONVENTION BANQUET (Admission, \$5.00)
 Featured speaker: Asst. Secretary of State, Mr. A. A. Berle.

Complete program of events may be obtained from Mr. Hoyt, Public Relations Director, NRDGA, 101 West 31st Street, CH. 4-7311.

Monday Jan. 12
 Luncheon

NYSTROM & ZELOMEK
 TO ADDRESS MEETING
 ASSOCIATION OF BUYING OFFICES, INC.
 HOTEL PENNSYLVANIA

Curtain raiser to 31st Annual NRDGA Convention (Jan. 12th to 16th). Dr. Paul H. Nystrom, Prof. of Marketing, Columbia U.; and A. W. Zelomek, Econ., Fairchild Publications, will address annual luncheon meeting of Association of Buying Offices at Pennsylvania Hotel. Question and answer periods after both addresses. NRDGA Publ.: Mr. Hoyt, CH. 4-7311.

Monday Jan. 12
 10:00 A.M.

FIRST SHOWING:
 SPRING COLLECTION
 SAMUEL CHAPMAN
 530 SEVENTH AVENUE

Continuous showing from 10 A.M. on. Contact: Mr. Chapman, LA. 4-5800.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Jan. 12	SPRING COLLECTION OF ORIGINALS One of America's oldest and most exclusive creators of women's dresses will present their new Collection of Spring Originals. Publicity: Claire A. Wolff, Public Relations Counsellor, LO. 5-5978.	THE MISSES BRIGANTI, INC.	31 WEST 47TH STREET
✓ Monday Jan. 12	FIRST SHOWING: SPRING COLLECTION All day showing of new Ted Shore's Collection. Contact: Mr. Bob Macray, LO. 5-0525.	JACK HERZOG	530 SEVENTH AVENUE
✓ Beginning Monday Jan. 12	SPRING HAT COLLECTION First showing (informally) of Howard Hodge's complete Spring Hat Collection. Contact: Miss Wickland, PL. 3-7030.	G. HOWARD HODGE	711 FIFTH AVENUE
✓ Monday Jan. 12- Jan. 23	CALIFORNIA HAT COLLECTION Special showing of New Spring Collection for convenience of Eastern clientele. To see, contact: Mr. James Druce, PE. 6-5700.	LESLIE-JAMES OF LOS ANGELES	HOTEL McALPIN ROOM 465
Monday Jan. 12 Through Friday Jan. 16 2:30-5:00 P.M. Daily	INTRODUCING THE "SWEATER GIRL OF 1941" Miss Margaret Landry, of Baton Rouge, La., recently chosen "Sweater Girl of 1941" in a nation-wide contest sponsored by Olympic Knitwear, Inc., will model Olympic's new Tish-U-Knit Spring Sweater fashions together with a group of Powers girls. Daily showings (2:30 to 5:00 P.M., for one week), for buyers, stylists, merchandise managers and the Fashion Press. Refreshments and cocktails. Publicity: Miss Shirley Gould (Bert Nevins Associates) MU. 2-9085.	OLYMPIC KNITWEAR INC.	1372 BROADWAY
Monday Jan. 12 Through March 20	WINTER SESSION Classes in clothes for beginners and professionals, including lectures and workshop training. Curriculum covers "Modern Dress", by Irene Sharaff; "Historical Dress and Period Costume" by Aline Bernstein; "Color and Texture" by Rose Bogdanoff; "Theatre Costume" by Irene Sharaff, Rose Bogdanoff, and Aline Bernstein; "Cutting and Draping" by Max Von Waldeck; and "Drawing" by Claude Marks. Morning Classes, 9:30-12:30 five days a week (\$100); evening classes, 7:30-10:30 three nights a week (\$75). For further information contact Edythe Latham, Director, CI. 6-7482.	CLASSES IN CLOTHES	630 FIFTH, RM. 419
Monday Jan. 12 7:45-9:15 P.M.	FASHION COORDINATION COURSE Elizabeth Patrick, Fashion Director, and Eunice Johnson, Training Director, of L. S. Ayres, Indianapolis, will discuss fashion coordination and personnel training in fashion. (Next week's speaker, Ruth Waltz of L. Bamberger & Co.) For further information, consult Elizabeth Weatherby, PL. 3-0773.	TOBE COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
Tuesday Jan. 13 11:30 A.M.	"PATTERN OF THE FUTURE" FASHION SHOW Press preview of Spring Collection of Saks Originals and Ready-To-Wear. Strictly by invitation. Saks Publicity: Dorothy Harness, PL. 3-4000. Special Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	5TH AVE. AT 50TH ST. 5TH FLOOR
Tuesday Jan. 13	FIRST SHOWING: SPRING COLLECTION Two showings daily at 10:30 and 2:30. Contact: Molly Pearlman, LA. 4-7080.	KALLMAN & MORRIS	530 SEVENTH AVENUE

out of business

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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday ✓ Jan. 13 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Jonai will present new fashions at the Oval Room luncheon showing. Open to public. Luncheon, \$2. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 13 5:00 P.M.	"BALLAD FOR AMERICANS" FASHION SHOW Fashion show and cocktail party given by Mayflower Dress Co. as curtain raiser to 8th Annual Dinner and Fashion Show of the National Association of House Dress Manufacturers on following evening at Waldorf Astoria Hotel. Open to Trade and Press by invitation. Publ.: Alfred Minchenberg, LA. 4-8841.	MAYFLOWER DRESS CO.	McALPIN HOTEL BLUE ROOM
Tuesday Jan. 13 8:30 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM Presenting "Prints In Our Homes", a television program based on the collections of the Museum and arranged by Roberta M. Fansler. Related program for children will be telecast on preceding Thurs. at 2:45 P.M. CBS Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM & COLUMBIA BROADCASTING	TELEVISION STATION WCBW
Wednesday Jan. 14 10:30- 4:00 P.M.	FIRST SHOWING: SPRING COLLECTION Helen Liebert announces the first showing of her complete Spring Collection of Hats and Accessories. Open to Trade and Press, the latter by appointment. Contact: Helen Liebert, PL. 3-2936.	HELEN LIEBERT	19 WEST 57TH STREET
Wednesday Jan. 14	FIRST SHOWING: SPRING COLLECTION Continuous showing. Contact: CH. 4-7420.	ROSENTHAL & KALMAN	1400 BROADWAY
Wednesday Jan. 14 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW International Fashions will present 1942 Accessories with costumes by Saks 5th Avenue, at luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Internat'l Fashions Publicity: Dora Loues Miller, AS. 4-5583. Waldorf Publicity: Ted Saucier, EL. 5-3000.	INTERNATIONAL FASHIONS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Jan. 14 4:00 P.M.	PRESS PREVIEW: NEW HAT COLLECTION Mrs. Reichman will present her new Spring Hat Collection to members of the Fashion Press. By invitation. Publicity: Marian Hano, PL. 8-1525.	FLORENCE REICHMAN	ONE WEST 57TH STREET
Wednesday Jan. 14 4:00- 7:00 P.M. Cocktails	PREVIEW EXHIBIT: "LITTLE SHAVERS AND SOME THAT GREW UP" Elsie Shaver (Dorothy Shaver's talented sister) has assembled a Collection of her own paintings, caricatures, and sculpture to be exhibited at the Wildenstein Galleries for the benefit of the Bombed Children's Hospitals in Britain. Admission, \$2.20 (incl. tax). Children's admission, 25 cancelled American stamps. Preview by invitation. Publicity: Bundles for Britain, PL. 5-5890.	BUNDLES FOR BRITAIN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET
Wednesday Jan. 14 5:15 P.M.	LIFE COCKTAIL PARTY Life Magazine invites all NRDGA Convention delegates to a cocktail party on Wed., Jan. 14th. No speakers--no exhibits--an informal get-together with Life as the genial host. Contact: Mr. Richard G. Maybohm, Mgr. Sales Promo. Div., NRDGA, CH. 4-7311.	LIFE MAGAZINE	HOTEL PENNSYLVANIA GEORGIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
✓ Wednesday Jan. 14 7:00 P.M. On.....	8TH ANNUAL DINNER AND FASHION SHOW "Day-Time Fashions For America, 1942" will be theme of this year's presentation by Nat'l Assoc. of House Dress Mfrs., stressing functional as well as fashion aspects of clothes for women living under war conditions, according to Mr. Robert S. Pirie, Carson Pirie Scott & Co., Chairm. Retailer-Relations-Committee. Presentation will include authentic defense drill showing garments for workers in defense industries; women at home and in volunteer work. All merchandise available for purchase by stores. Tickets, \$10 each, from Nat'l Assoc. of House Dress Mfrs., 1350 B'way. Press by invitation. Publicity: Mr. Alfred Minchenberg, LA. 4-8842.	NATIONAL ASSOC. OF HOUSE DRESS MFRS.	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Jan. 14 XXXXXXX 9:00 A.M. Morning	SELECTION OF PRIZE- WINNING JUNIOR HATS FOR MILL'N'Y FASHION SHOW Judging of Junior Hats submitted by pupils of 5 Trade Schools in competition for prizes awarded by the Millinery Stabilization Commission. Prize-winning hats will be shown on run-way of big Jan. 20 Millinery Fashion Show at Astor Hotel. Judges: Miss Beatrice Rosenberg, R. H. Macy; Miss Rosemary De Simone, Saks 5th Avenue; Miss Celia Fogel, B. Altman. Session open to Fashion Press.	CENTRAL HIGH SCHOOL OF NEEDLE TRADES	225 WEST 24TH STREET MAIN AUDITORIUM
Thursday Jan. 15 9:00 A.M. to 12 Noon Jan. 16	ANNUAL CONFERENCE Annual conference held by Nat'l Assoc. of Hosiery Mfrs.; Full-Fashioned Hosiery Mfrs. of America; and Southern Hosiery Mfrs. Assoc., to discuss current problems of industry. Authoritative speakers. For further information consult, Nat'l Assoc. of Hosiery Mfrs., 468 Fourth Avenue, MU. 4-5412.	HOSIERY INDUSTRY	WALDORF ASTORIA HOTEL
J Thursday Jan. 15	1ST SHOWING SPRING HAT COLLECTION John-Frederics have cancelled plans for a formal preview of their Spring Collection. Their new hats will be shown informally to the Trade and Press after Jan. 15th. Publicity: Miss French, PL. 3-1011.	JOHN-FREDERICS INC.	29 EAST 48TH STREET
Thursday Jan. 15 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Rose Amado will present Resort and Early Spring Originals by Jo Copeland at the weekly luncheon showing in the Cotillion Room of the Pierre. Open to public. Luncheon, \$2. Press by invitation. Reservations from Otero. Pierre Publicity: Kathleen Moran, RE: 4-5900.	ROSE AMADO	HOTEL PIERRE 5TH AVE. AT 61ST ST.
Thursday Jan. 15 2:30 and 6:00 P.M.	SACSON CAREER GIRL FASHION SHOW Two presentations of daytime fashions for America's best-dressed career girls and wives...new dresses designed by Sacson for early 1942 and the coming spring. Graphologist, Dorothy Sara, will be guest-speaker. Open to press and public. Gimbel Publicity: Marjorie Howard, PE. 6-5100. Sacson Publicity: Mary Burke (H. S. Salzman, Inc.) VA. 6-4750.	GIMBEL BROTHERS	BROADWAY AT 33RD ST.
J Thursday Jan. 14 4:00 P.M.	PRESS PREVIEW: SPRING HAT COLLECTION Special preview of Madame Pauline's Spring Hat Collection for members of the Fashion Press and Millinery Buyers. Publicity: Kathleen Moran, RE. 4-5900.	MADAME PAULINE	6 EAST 53RD STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Around Jan. 15	FIRST SHOWING: "ADRIAN ORIGINALS" First Wholesale Collection of Gilbert Adrian (formerly designer for MGM Pictures), to be followed by "Adrian Custom Models", dresses, coats, suits and costumes, sold on an exclusive basis to one store in a city. Bonwit Teller will carry Adrian Originals in New York. Adrian will occupy new building (decorated by Eleanor Le Maire) on former site of Victor Hugo Restaurant in March. Temporary headquarters are at 205 South Beverly Drive.	ADRIAN, LTD.	BEVERLY HILLS CALIFORNIA
Around Thursday Jan. 15 <i>Exact date not yet known</i>	BUSINESS WOMEN'S WAR ACTION CENTER 45 Organizations composed of Business, Professional and Industrial Women are combining to open a Business Women's War Action Center. Primary objective, to meet emergency needs caused by U. S. entry into war and to establish a long-range program for war-time living. Center has full support of Mrs. Winthrop Aldrich, Chairm., Greater N.Y. Civilian Defense Office. Members will be registered and classified according to their skills and mobilized for war work accordingly. Officers of the W.A.C. include: Miss Mary H. Donlon, Chairm. Exec. Comm.; Miss Anne Morgan (Pres. of A.W.A.); and Mrs. Anne H. Barnard, Secretary. The council (including representatives from all participating organizations) will meet monthly to develop and explore ideas for action. Operating expenses will be raised by co-operating clubs. Publicity: Miss B. Patterson, CO. 5-6100.	AWA & NAT'L FED. OF BUS. & PROFESSIONAL WOMEN	HENRY HUDSON HOTEL 353 WEST 57TH STREET
Friday Jan. 16 Luncheon	"DUTCH-TREAT" LUNCHEON FOR BRIDAL SECRETARIES The Bride's Magazine will hold an informal "Dutch-Treat" luncheon for bridal secretaries and other store personnel. Followed by general discussion and brief informative talks by outstanding people connected with the bridal business. Discussion conducted by Mrs. Alexandra Potts, Dir. Mdse Service, Bride's Magazine. For further information, contact: MU. 2-1490.	THE BRIDE'S MAGAZINE	HAPSBURG HOUSE 313 EAST 55TH STREET
Friday Jan. 16	SELECTION OF "1942 MAID OF COTTON" Although the 1942 Cotton Carnival has been cancelled, the good-will work of the Maid of Cotton will be continued. She will be chosen by Harry Conover, New York model agent, from candidates nominated by competing southern cities, and will receive 6 weeks' training in New York before starting on 20,000 mile tour to model cotton defense uniforms in 30 cities of the U.S. Costumes will include all official women's service uniforms; also clothing suitable for work in factories and shops. The travel wardrobe will of course, be made of cotton. For further information, contact: Mr. Ed. Lipscomb, Nat'l Cotton Council, Memphis, Tenn. or Virginia Jewel, Cotton Textile Institute, WO. 2-0270.	COOPERATING COTTON ASSOCIATIONS	MEMPHIS TENNESSEE
Friday Jan. 16 2:00 P.M.	FORMAL PREVIEW: LATIN-AMERICAN FAIR Macy's will open its giant Latin-American Fair, constructed after exhaustive expeditions to South America for design-inspiration and for the assembling of merchandise for sale, including: textiles, foodstuffs, leather goods, earthenware, ceramics, metal-wares, silverware, jewels, art, etc. Feature attractions: art gallery with hundreds of contemporary paintings; Temple of Jewels, copied after Mayan Temple of the Warriors and set in a simulated jungle; Street of Silver; Orchid House; and Café. Formal evening preview strictly by invitation. Fair opens to public, Saturday morning, Jan. 17th, 9:30 A.M. Contact: Mr. Bert Bacharach, BR. 9-8565 or June Hamilton Rhodes, Co-ordinator of Fair Publicity, WI. 7-7476.	R. H. MACY & CO. INC.	HERALD SQUARE 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Jan. 17 12:30- 12:30 P.M. 1:00	"LUNCHEON DATE WITH ILKA CHASE" Miss Fannie Hurst will be the guest of Ilka Chase on her weekly radio program, celebrating the publication of Miss Hurst's latest novel, "Lonely Parade", released this week. Publ.: Constance Hope (Ruth Laine) PL. 3-3390	Community scheduled for Jan 17 NATIONAL BROADCASTING COMPANY	STATION WEAF (660 ON DIAL)
Monday Night Jan. 19 8:00 P.M.	NAT'L CONFERENCE OF MILL'N'Y FASHION COUNCILS Representatives of Retail Millinery Fashion Councils from key cities across the country will assemble at the Astor Hotel in New York to interchange ideas and map plans for spring, 1942. Open to members of the Millinery Fashion Councils and Millinery retailers by invitation. Publicity: Margery Hartman, CH. 4-6547.	MILLINERY FASHION BUREAU	HOTEL ASTOR
Tuesday Morning Jan. 20 9:30 A.M.- 12:30 P.M.	MMEA SPRING FASHION CLINIC Annual session preceding big Spring Millinery Fashion Show later that evening at Hotel Astor. Miss Virginia Pope, Fashion Editor, New York Times, will preside at clinic. Topics of importance to millinery depts. will be discussed by notable speakers, among them, Dr. Paul Nystrom, Prof. of Marketing, Columbia U. For further information, consult Miss Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL
Tuesday Jan. 20-22	15TH ANNUAL DRY GOODS CONVENTION Program includes speeches by outstanding authorities who will discuss problems of wholesaling and retailing as effected by war economy. Leon Henderson, Chief of O.P.A. will speak at Mfrs. session, Wed. afternoon, Jan. 21. For complete agenda, contact: Mr. Henry Matter, Exec. Sec., Wholesale Dry Goods Institute, BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	HOTEL ASTOR B'WAY AT 45TH STREET
Tuesday Jan. 20 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Mary Lewis, consultant to Sears Roebuck in Fashion Merchandising, will present a collection of Sears Roebuck Fashions for Spring 1942 at the weekly luncheon-showing in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, PL. 8-3300. Ritz Publicity: Marion Morrison, PL. 3-4600.	MARY LEWIS FOR SEARS ROEBUCK	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 20 1:00 P.M. Luncheon	"HER DAY" LUNCHEON FASHION SHOW Third in series of six luncheon fashion reviews directed by Ann Albee and presented by Arnold Constable at the Coq Rouge--alternating benefits for the B.A.A.C. and Free French Relief Committees. Theme of Jan. 20th showing: "Her Day" as interpreted by a Career Girl. Open to public. Luncheon, \$2. Press by invitation. For reservations call PL. 3-8887. Arnold Constable Publicity: Lucille Shearwood, CA. 5-2300, Ext. 202. Coq Rouge Publicity: Mrs. Monty Snowden, PL. 3-9284.	ARNOLD CONSTABLE FOR FREE FRENCH RELIEF	COQ ROUGE 65 EAST 56TH STREET
Tuesday Jan. 20 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER 7 P.M. formal dinner will precede 9 P.M. showing of new Spring Hat Fashions. Presentation includes 46 Exhibitors, 26 from uptown group, 20 from downtown producers. Also special group of Hats for Juniors, wind-up of contest staged at 5 Trade Schools to encourage development of young millinery designers and get young ideas on hats. Prizewinning hats will be presented and winners introduced. Uptown exhibitors are: Anna's; Braagaard; Hattie Carnegie; Bernice Charles; Chez Claire; Delle Donne; Lilly Dache; Peg Fischer; Walter Florell; Vogue Hats Garfunkel Makers; Germaine Montabert;	MILLINERY STABILIZA- TION COMMISSION	HOTEL ASTOR GRAND BALLROOM

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

Gladys & Belle; Harryson Hats; G. Howard Hodge; John-Frederics; Miriam Lewis; Helen Leibert; Edgar J. Lorie; Lydia Millinery; Milgrim Hats; Mme. Pauline; Florence Reichman; Salinger Hats; Rose Sapphire; Marion Valle; Sally Victor. Downtown--Alfreda; Berkley; Brandt; Croyden; Davidson; Abe Del Monte; Elizabeth; Oscar Friedman; B.J. Goldenberger; Greenstein & Flaum; LeShaw; Luxor; Walter K. Marks; Frances & Walter Nelkin; New Schachter; O'Connell; David Rothman; Schwartz & Rosenfeld; Milton F. Stearns; Bernard Workman. Open to Trade and Press (the latter by invitation). Admission, \$12.50 including dinner; \$7.50 without (in mezzanine seats). Publicity: Margery Hartman, CH. 4-6547.

Tuesday
Evenings
Beginning
Jan. 20 to
Feb. 17
7:45 P.M.

LECTURE DEMONSTRATION SERIES

MUSEUM OF COSTUME ART

630 FIFTH AVENUE
EXHIBITION ROOM 414

Series of 5 demonstrations on how to use source material, planned for those who want to learn the technique of using Museum sources for design inspiration. Experts will demonstrate by sketching, cutting and draping, how Museum material can be adapted creatively to make new fashions. First lecture will cover Dresses, demonstrated by: "The Formal Dress"-Mark Mooring; "The Town Dress"-Louise Barnes Gallagher; "The Casual Dress and Sports Costume"-Clarepotter. ~~Name of Chairman in later issue.~~ Open to members, by invitation. Non-members may purchase tickets to series of 5 lectures at \$5; individual lectures, \$1.50 each - from Museum of Costume Art, Costume Institute, 630 Fifth Ave. ~~Contact: Polaire Weissman, CI. 7-2431.~~

Wednesday
Jan. 21
10:30 A.M.

PRESS OPENING: NEW "CUSTOM HAT BOX"

BLOOMINGDALE'S

LEXINGTON AT 59TH ST.
3RD FLOOR

Bloomingdale's will introduce Custom-Order Hats in a charming new Salon, the "Custom Hat Box", directed by Lil Picard, talented young Paris creator. Publicity: Karen Hollis, VO. 5-5900.

Wednesday
Jan. 21.
(Press
Preview
Jan. 14
10:00 A.M. -
4:45 P.M.)

EXHIBIT: "THE ART OF REMBRANDT"

METROPOLITAN
MUSEUM OF ART

5TH AVE. AT 82ND ST.

Comprehensive exhibit of significant masterpieces in the Museum's collection of paintings, drawings, and prints by Rembrandt. The Junior Museum will also open exhibit entitled, "Rembrandt's Holland", related portraits and scenes of the XVII century. Invitation preview for members, "to meet his Excellency, the Royal Netherlands Minister", on Tues., Jan. 20, 4 to 6 P.M. Press preview on preceding Wed., Jan. 14, from 10 A.M. to 4:45 P.M. when photos will be available for publication on Jan. 20th. RH. 4-7690.

Wednesday
Jan. 21
4:00 P.M.

PRESS SHOW: BODY TONING TECHNIQUE

MANYA KAHN

SALON
53 WEST 57TH STREET

Manya Kahn will demonstrate the exercises, therapeutic massage and toning-technique which have won her such a devoted following among the beauty editors themselves. Miss Kahn will also announce a special 6-weeks Red Cross Course in First Aid, to be given at her Salon two nights weekly from 8 to 10 P.M. by a certified Red Cross doctor. All who complete the course satisfactorily will receive official Red Cross Certificates. Open to clients and members of the Fashion and Beauty Press. (You may register at the Press Show). Publicity: Ruth Hawthorne Fay, LO. 3-5770.

Thursday
Jan. 22
1:00 P.M.
Luncheon

COTILLION ROOM LUNCHEON FASHION SHOW

LENTHERIC, INC.

HOTEL PIERRE
5TH AVE. AT 61ST ST.

Lentheric will present hostess gowns, home-dinner fashions and coordinated makeup at luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Reservations from Otero. Pierre Publicity: Kathleen Moran, RE. 4-5900.

DATEWHAT'S GOING ONGIVEN BYWHERE

Thursday
Jan. 22
4:00 -
6:00 P.M.

**INTRODUCING THE POWERS
FASHION MODEL COMMITTEE**

BREWSTER HAT CO.

**SAVOY PLAZA HOTEL
5TH AVE. AT 58TH ST.**

Brewster is launching a country-wide hat promotion in collaboration with the John Powers Model Agency. Mr. Powers and three handsome models, Carmel Fitzgerald, Suzanne Sommers and Minerva Sawdon, will meet periodically to select Brewster Hats that will be labelled and promoted and dramatized in Brewster agencies throughout the country as the choice of this committee. The girls will be available for personal appearances in stores featuring this promotion. Introductory party by invitation. Contact: Miss Helen de Berg, Brewster, 411 5th Ave., MU. 5-8275.

Monday
Jan. 26
9:30 A.M.
On.....

**1ST SHOWING: SPRING
HAT COLLECTION**

FRED LACOME

**SALON
19 WEST 57TH STREET**

Day-long informal showing of Fred Lacome's new Hat Collection for Spring. By invitation. Contact: Miss Gerson, PL. 8-3212.

Friday
Jan. 30
10:00 P.M.
On.....

DIAMOND JUBILEE BALL

**NATION-WIDE PROGRAM TO
HONOR PRES. ROOSEVELT**

**WALDORF ASTORIA
GRAND BALLROOM**

New York social leaders are arranging gala Diamond Jubilee Ball to celebrate 60th birthday of the President. Proceeds to Nat'l Foundation for Infantile Paralysis and Greater N.Y. Chapter. Honorary Chairm.: Mrs. Cornelius Vanderbilt. Co-Chairm. of Ball Committee: Mrs. Henry J. Topping, Jr. and Miss Marion S. Oates; Entertainment Committee: Mrs. Otto Ludwig Preminger. Ball opens with pageant of lace and jewels. Heads of Committees and debutantes will dance the Jubilee Waltz wearing lace "fin de siècle" gowns and diamonds. Many will impersonate their own ancestors. Open to public. Admission, \$7.50. Tickets from Room 587, Waldorf Astoria Hotel. Publicity: Adele Brown and Dorothy Wentworth King, PL. 3-2663.

HOME FURNISHINGS CALENDAR

Monday
Jan. 12

**EXHIBIT: WALL
DECORATIONS**

DECORATOR'S CLUB

746 FIFTH AVENUE

Annual exhibit of screens, murals and wall-decorations. Open to public. For further information, contact: Denise Abbey, Exec. Sec., WI. 2-6055.

Thursday
Morning
Jan. 15
& Friday
Jan. 16

**HOME FURNISHINGS SESSIONS
AT NRDGA CONVENTION**

**NATIONAL RETAIL DRY
GOODS ASSOCIATION**

**PENNSYLVANIA HOTEL
SALLE MODERNE**

In view of the dislocations in the Home Furnishings Field resulting from the war, interesting sessions are planned to attract store heads, executives, general mdse. mgrs., advertising executives and credit men from this field for discussion of its problems. Scheduled program thus far includes talks by: Dr. James F. Bogardus, OPA; Gladys Miller, special consultant to Public Buildings Administration, who will talk on defense housing; Charles Helser, Mdse. Mgr. Gimbel Bros.; and J. Anton Hagios, Credit Div. Mgr. NRDGA. Chairman of session: Alfred Auerbach, Editor, Retailing Home Furnishings. NRDGA Publicity: Mr. Hoyt, CH. 4-7311.

DATES AHEAD

RED LETTER WEEKS

Jan. 30 PRESIDENT'S BIRTHDAY BALL (Fri.)
Feb. 12 LINCOLN'S BIRTHDAY (Thursday)
Feb. 14 ST. VALENTINE'S DAY (Saturday)
Feb. 18 ASH WEDNESDAY (Lent Begins)
Feb. 22 WASHINGTON'S BIRTHDAY (Sunday)
(Celebrated Mon. 2/23)
Apr. 5 EASTER SUNDAY

Jan. 12-16 N.R.D.G.A. CONVENTION
Jan. 17-23 NATIONAL THRIFT WEEK
Feb. 8-15 NATIONAL DRAMA WEEK
Feb. 12-22 NATIONAL DEFENSE WEEK
Feb. 15-22 NATIONAL CHERRY WEEK
Feb. 21-28 NATIONAL SEW AND SAVE WEEK
Mar. 1-8 NATIONAL DISPLAY WEEK

mar 16-21 Nat'l Hobby Week.

MUSIC... THEATRE... CINEMA... NIGHT SPOTS

Sunday Jan. 11	"SALUTE TO THE NEGRO TROOPS", FIGHT FOR FREEDOM BENEFIT, MECCA TEMPLE Pageant written by Carleton Moss and presented by stage and screen division of Fight For Freedom. Co-Chairm., Helen Hayes and Burgess Meredith. Honorary Chairm. and principal speaker: Eleanor Roosevelt. Participating artists include Danny Kaye, Sylvia Fine, Larry Adler, Paul Draper, Oscar Levant, Mischa Auer, George Jessel, Sophie Tucker, Paul Robeson, and others. Count Basie will play for dance for colored soldiers to be held on stage following entertainment. Admission from \$1.10 up. Publicity: CI. 6-5495.
Tuesday Jan. 13	PREMIERE: "THE RIVALS" SHUBERT THEATRE, 225 WEST 44TH STREET Richard Brinsley Sheridan revival with Mary Boland, Bobby Clarke and Walter Hampden, presented by Theatre Guild. 4th in subscription Series. Costumes by Watson Barratt. Miss Boland's costumes by Helène Pons. Publicity: Joseph Heidt, CO. 5-0024.
Saturday Jan. 17	ALL-MOZART PROGRAM CARNEGIE HALL, WEST 57TH STREET Orchestral works, with Dr. Otto Klemperer conducting 55 members of New York Philharmonic Symphony Orchestra. Also short opera, "The Impresario". Sponsored by Comm. for Preservation of Austrian Art and Culture in U.S.A.
Monday Jan. 19-24 and Jan. 26-27	SONJA HENIE'S HOLLYWOOD ICE REVUE, MADISON SQ. GARDEN, 8TH AVE. AT 50TH ST. Sonja Henie herself makes five appearances, including her famous solo and tango. \$72,000 has been spent in costuming this \$200,000 production. Admission, from \$1.10. Madison Sq. Garden Publicity: Ted Deglin, CO. 5-6800.
Tuesday Jan. 20	PREMIERE: "ALL IN FAVOR" HENRY MILLER THEATRE, 124 WEST 43RD ST. Comedy by Lou Hoffman and Don Hartmann, revolving around frenzied activities of a boy's club in Washington Heights. Produced by Robert Montgomery, Elliott Nugent and Jesse Duncan. Cast includes J. C. Nugent, Frank Conlan, Robert Readick and Tommy Lewis. Publicity: John Peter Toohey, CI. 6-6787.
Jan. 20	EFREM ZIMBALIST IN VIOLIN CONCERT AT CARNEGIE HALL, WEST 57TH STREET
Wednesday Jan. 21	PREMIERE: "JASON" HUDSON THEATRE, 141 WEST 44TH STREET Comedy by Samson Raphaelson, presented by George Abbott. Cast includes Helen Walker, feminine lead, Alexander Knox, William Miles, Nicholas Conte, Tom Tully, Edna West, Susie Sutton and Ellen Hall. Miss Walker's costumes by Chez Rosette. Shoes by Delman. Scenery by John Root. Publicity: Phyllis Perlman, CI. 5-5820.
Thursday Wednesday Jan. 21 22	PREMIERE: "PORGY AND BESS" MAJESTIC THEATRE, 245 WEST 44TH STREET Revival of Gershwin opera, produced by Cheryl Crawford. Todd Duncan and Anne Wiggins Brown of original production will be starred. Costumes by Paul du Pont. Musical Dir. Alexander Smallens. Publ. Jean Dalrymple, MU. 5-3114.
Friday Jan. 23	PREMIERE: "ALL THROUGH THE NIGHT" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST. Mystery thriller with Humphrey Bogart, Conrad Veidt, Judith Anderson, Peter Lorre and Caaren Verne. Clothes by Howard Shoup. Publicity: Eve Siegel, CI. 6-1000. (Warner Bros. picture)
Friday Jan. 23	PREMIERE: "CAFE CROWN" CORT THEATRE, 138 WEST 48TH STREET Drama by H. S. Kraft, produced under auspices of Carly Wharton and Martin Gabel, with Morris Carnovsky, Mitzi Hajos, Sam Jaffee, and Paula Miller in cast. Sets by Boris Aronson. Publicity: James Proctor, VA. 6-3198.
Saturday Jan. 24	LILY PONS IN "DAUGHTER OF THE REGIMENT", METROPOLITAN OPERA CO., B'WAY AT 39 Society benefit for Grenfell Assoc. Publ.: Constance Hope, PL. 3-3390.
Thursday Jan. 29	PREMIERE: "HEDDA GABLER" LONGACRE THEATRE, 220 WEST 48TH STREET Luther Greene revival of Ibsen play starring Katina Paxinou (American debut of Greek actress) with Karen Morley, Ralph Forbes, Cecil Humphreys, Margaret Wicherly and Octavia Kenmore in supporting cast. Ethel Borden and Mary Cass Canfield wrote modern adaptation. Publicity: Nat Dorfman, ME. 3-0858.